Appl. No. 10/811,029 Amdt. dated 06/06/2007

Reply to Office Action mailed 02/09/2007 - 05/15/2007

## Remarks

Prior to entry of this paper, in a non-final office action mailed February 9, 2007, the examiner had rejected the then-extant claims, claims 9-17, based on the Duckeck reference and, in part, on statements by the applicant in the application (claims 1-8 having been previously cancelled by the applicant in response to an earlier office action).

The applicant's representative had a phone interview with the examiner on April 18, 2007, to clarify the terminology used in the application relative to terminology used in Duckeck. The applicant's representative and the examiner discussed claim amendments which would carry this clarification into the application claims.

This paper offers claim amendments meant to clarify that the location data and location/coordinate paired information referred to in the claims is a computer network address location data and logical location/coordinate paired information, rather than geographic location data and geographic location/coordinate paired information, as used in Duckeck.

This paper also recites a complete listing of all claims, including previously canceled claims 1-8. In other respects, this paper is substantially similar to the applicant's claim amendment filed on 05/08/2007. The applicant's representative thanks the examiner for the opportunity to provide a complete claim listing and for the examiner's forbearance.

The applicant believes that these claim amendments render the examiner's previous objections moot and the applicant respectfully requests that a timely Notice of Allowance be issued with respect to the amended claims in this application.

Respectfully submitted,

NEWMAN & NEMAN

By At & Att

Reg. No. 57032 Date: June 6, 2007